

MEMORANDUM

October 8, 2008

TO: Patrick Lacefield, Director, Public Information Office

FROM: Chris Cihlar, CountyStat Manager

SUBJECT: Public Information Office Performance Plan

The following items were identified for follow-up during the October 3, 2008 meeting:

1. Examine best practices and research various options, for gathering polling data or focus group feedback that indicates if priority messages are reaching the public. Determine what forms of communication are most effective in reaching target audiences and the public in general.
Responsible parties: Public Information Office (PIO)
Other parties involved: CountyStat
Deadline: November 14th, 2008
 2. Develop internal strategic planning processes and procedures that allow for the alignment of resources to priority activities. Conduct brainstorming activities that align core PIO functions to an overall internal strategic management approach.
Responsible parties: PIO
Other parties involved: CountyStat
Deadline: November 14th, 2008
 3. Identify the key cross-departmental deficiencies regarding the written documents (letters, emails, announcements, speeches, etc.), develop a process, and identify resource needs to address these inadequacies in a timely manner.
Responsible parties: PIO
Other parties involved: CountyStat
Deadline: November 14th, 2008
 4. Develop data collection and reporting mechanisms, such as press event spreadsheets, that facilitate the reporting of performance data on a regular basis without increasing staff burden.
Responsible parties: PIO
Other parties involved: CountyStat
Deadline: November 14th, 2008
 5. Finalize Performance Plan for posting on the CountyStat website.
Responsible parties: PIO
Other parties involved: CountyStat
Deadline: November 10th, 2008
- cc: Timothy Firestine, Chief Administrative Officer
Fariba Kassiri, Assistant Chief Administrative Officer